

Visual Semiotics in the Architect's Postcomputer Age

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My presentation will uncover a recent development on our semiotic way of vision in the postcomputer age, mainly taking into account the architectural world where I have been working in during the last twenty years.

Strongly enough the power of abstraction of the machine is being used as a way of legitimization and justification of objects out of any cultural context, as if the visual value of a building answered only to the "internal" organization of the building totally isolated from the geographical and historical context where that building has been built in.

By using writings by Lewis Mumford and Mikhail Bakhtin, my presentation will intend to confirm that this "illusion" is only true in a virtual world and that modern vision is always linked to real experiences and social interactions in spite of the use of machines trying to hide the impact of reality in the way we see the world.

This approach is totally consistent with the new trends in the cognitive sciences realm, where visual cognition is embedded into an integrated knowledge: extended, situated or distributed in concordance with dialogical and "architectonic" views on our works of art, by making codes and context an articulated and chronotopic dynamic structure.

Vision is, then, a semiotic channel of communication that enlarges our experience and prepares us for the future, as Lewis Mumford insisted upon during his whole life (with a very limited success indeed!).

¹ **Muntañola. J.;** *Le project architectural comme rencontre chronotopique*. Nouveaux Actes Semiotiques. n°111, 2008.

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